

JIOSAAVN ADVERTISING EDITORIAL POLICY

In order to provide a quality user experience, all advertising, be it audio, video or display (“Ads”) on any digital media property owned or operated by Saavn Media Limited (together with its subsidiaries and affiliates, “JioSaavn”, “We” “Our”) must meet high professional and editorial standards. To foster a positive user experience, the terms and conditions below sets forth our standards and guidelines for all such advertising. This Advertising Editorial Policy is subject to change at any time, at our sole discretion.

- 1. Quality, Authenticity and Accuracy.** All advertising on the JioSaavn platform must be of the highest quality and standards and should accurately reflect the advertiser’s (“Advertiser”, “You”, “Your”) brand. Advertisers must be truthful and honest about the product or service it is promoting, and ads must reflect who the advertiser is and what such an advertiser is promoting. Advertisers must ensure that the ad image, description and landing page are consistent. Advertisers must ensure that the ads do not suggest or imply that a product or service is available on an advertiser's landing page if the advertiser does not actually offer such product or service. Advertisers must ensure that the Ads do not mislead the consumers by exaggerating the accuracy or practical usefulness or capability or performance of the product or service.
- 2. Applicable Laws.** You need to follow all applicable local laws, regulations and industry codes for any area your ads will be shown in. This includes without limitation, (i) the FTC Endorsement and Testimonial Guidelines for any ads with paid testimonials including via social or digital channels, (ii) the FTC Dot Com Disclosure Guidelines; (iii) the FTC Native Advertising Guidelines; (iv) COPPA; (v) Consumer Protection Act, 2019 (vi) Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 (vii) Advertising Standards Council of India (“ASCI”) Code for Self-Regulation in Advertising (viii) The Information Technology Act, 2000 (ix) the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 and its amendments (x) The Bharatiya Nyaya Sanhita 2024 (xi) The Emblems and Names Act 1950 (xii) The Drugs and Magic Remedies Act 1954 (xiii) The Indecent Representation of Women (Prohibition) Act 1986 (xiv) The Trademarks Act 1999 (xv) The Prize Competitions Act 1955 (xvi) The Cigarettes and other Tobacco Products Act 2003 (xvii) Drugs and Cosmetics Act, 1940 (xviii) advisories issued by the Ministry of Information and Broadcasting (MIB) towards advertising in the Indian territory (xix) Insurance Regulatory and Development Authority (Insurance Website contents and Disclosure) Regulations, 2000 and (xx) The Promotion and Regulation of Online Gaming Act 2025
- 3. Intellectual Property Rights.** Ads must not infringe the intellectual property, privacy, publicity, or any other legal rights of any person or entity. For this purpose, Advertisers must have in place all the necessary rights and permissions for all the elements of their ads. Ads must not feature the name, likeness (including look-alikes), voice (including sound-alikes), or other

identifying features of an individual without the individual's consent. We take such infringement reports very seriously and hence prohibit infringing ads.

4. **No JioSaavn Sponsorship or Affiliation.** Your Ads cannot suggest that JioSaavn is sponsoring or formally affiliated with your products or services unless JioSaavn has expressly approved of the same in writing. Your ad design should exhibit itself as it has come from you and your business and not from us. Ads cannot contain JioSaavn's trademarks, trade names, brand features, or any other intellectual property.

5. **Prohibited Content.** Ads must not:

- a) Induce, facilitate, promote or enable financial benefit from such infringement (e.g.P2P/BitTorrent/MP3 tracking and indexing sites, "linking" or "leeching" sites, ROMs, "warez", emulators, hacks, "phreaks," "cracks," or ripping software for illegally circumventing DRM or other copy protection devices)
- b) Promote or facilitate illegal activities, deceptive practices or violations of the privacy rights of others;
- c) Promote or facilitate activities generally regarded as Internet abuse, including but not limited to, the sending of unsolicited bulk electronic mail or the use or delivery of viruses, spyware or other malware;
- d) Relate to violence, sex, nudity or other explicit adult content, indecent representation of women, minors, harassment, profanity, racism, sexism, religion, gambling, pornography, abortion, or any other highly explosive subject matter or subject matter which may reflect negatively on JioSaavn or its services;
- e) Promote or relate to (i) alcohol, tobacco, drugs, narcotics and related products, such as cigarettes, cigars, chewing tobacco, or paraphernalia such as pipes or pipe cleaners or rolling papers, (ii) illegal or recreational drugs or paraphernalia, and (iii) dangerous weapons, such as firearms, explosives and related accessories;
- f) Promotes or relates to Online Real Money Games of any kind, betting and wagering on Real Money Games for stakes.
- g) Contain (i) content depicting illegal drug use or any other unlawful activity, (ii) content depicting irresponsible or underage drinking, (iii) deceptive, false, misleading, or fraudulent content, especially pertaining to the true character and efficacy of drugs (iv) products making unverified claims pertaining to the diagnosis, cure, mitigation, treatment and/or prevention of any disease, disorder or condition specified under the applicable law (v) content that promotes stereotypes or inaccurately portrays or attacks an individual or group on the basis of age, national origin, race, religion, sex, sexual orientation or handicap; (vi) content that defames religions or communities or hurts the religious sentiments of any community (vii) deliberate and malicious acts, intended to outrage religious feelings of any class by insulting its religion or religious beliefs content that promotes gender discriminatory practices

- (viii) content that claims the maintenance or improvement of the capacity of human beings for sexual pleasure
- h) Promote or relate to (i) unauthorized ticket sales, (ii) counterfeit, fake or bootleg products, or (iii) payday loans, “work from home” or pyramid schemes;
- i) Contain content that implies an endorsement or relationship between the Advertiser and any label, artist, album, or track on the Services, unless the Advertiser has independently obtained the rights to imply such an endorsement; or
- j) Contain content that directs users to phishing links, malware, or similarly harmful codes or sites.
- k) Threatens the unity, integrity, defense, security or sovereignty of India, friendly relations with foreign states, or public order or causes incitement to the commission of any cognisable offense or prevents investigation of any offense or is insulting any other nation.
- l) Contain content that distorts the national emblem or national flag, as applicable, of any country in a derogatory manner.
- m) Contain content that is violative of the fundamental rights of citizens in specific jurisdictions including but not limited to: the Constitution of India, the Charter of Fundamental Rights of the European Union, the U.S. Constitution, the Canadian Bill of Rights.
- n) Contain content that depicts cruelty or violence towards animals.
- o) Contain content that defames or causes disrepute or adversely affects the judicial process in any country.
- p) Contain content which relates to occult or witchcraft and which depicts practices that justify or encourage blind faith and superstition.
- q) Contain content that misleads about the nature or extent of the risk to consumers' personal security, or that of their family if they fail to purchase the advertised goods, product or service.
- r) Contains content related to financial instruments that does not mislead, or contain distorted information, such that it is likely to influence the decision of the investor.

6. Content Subject to Prior Approval. Ads promoting the following content, products and services are subject to our prior approval:

- a) Brand Extensions of established Alcohol Brands
- b) Online dating services
- c) Online Social Games, Esports Games and Educational Games
- d) Sexual Wellness products and other health and supplement related products
- e) Political advertising (candidates and campaigns)
- f) Products or services that JioSaavn may reasonably believe, compete with any of our services
- g) Virtual Digital Assets like Cryptocurrencies, NFTs.
- h) Insurance and related financial services and instruments like mutual funds and securities.
- i) Religion or religious causes

- j) Content that uses JioSaavn's trademarks, trade names, brand features, or other intellectual property.
- k) Advertisements featuring Influencers as an expert in a certain category.

7. **Bait Advertisements.** Any “bait” advertisement will follow the terms and conditions as provided in the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022.

8. **Surrogate Advertising.** Advertising any goods and services which are prohibited by law, in an indirect way or by circumventing such prohibition by advertising those goods and services in a manner that is not restricted by law, will not be accepted. The mere use of a brand name or company name or logo that deals in goods or services, the advertising of which is prohibited by law, will not make it a surrogate advertisement.

9. **Endorsements.** If you choose to endorse a good, service, manufacturer, trader or advertisement then such endorsement needs to reflect your genuine and present opinion based on adequate information and experience and not based on assumptions or incomplete knowledge. It is also further clarified that where Indian Professionals, irrespective of residence, are barred from making endorsement in advertisements about the profession, professionals who are not citizens of India will also be barred from making endorsement in the advertisement of the profession.

10. **Disclosure of Material Connection.** If your endorsement of an entity, whether they are a trader, a manufacturer or an advertiser, involves some kind of connection that may affect the value or the credibility of the product that is provided by those entities and if this connection cannot be reasonably believed to be known to the consumers of the endorsement, then such connection needs to be clearly disclosed so that the endorsement may be taken at its face value.

11. **Don't Target Audiences Using Sensitive Categories.** Targeting certain audiences can be inappropriate and offensive. It's not acceptable to target people in a way that implies that you're aware of certain sensitive information about them. You may not target any audience based on: (i) sensitive health, disability or medical condition, (ii) race, color or ethnic origin, (iii) negative financial status or condition, (iv) religious or philosophical affiliation or beliefs, (v) sexual behavior or orientation, or (vi) alleged or actual commission of a crime.

12. **Protected Groups.** Some ad categories have additional targeting restrictions. In addition to the guidelines set forth in Section 6 and 11 above, ads in the following categories cannot use age, gender or zip code targeting options or exclude protected groups: (i) credit: ads promoting credit products like credit cards, mortgages and loans; (ii) employment: ads promoting employment opportunities; (iii) housing: ads promoting the purchase, sale, or rental of land or homes. In addition, age, gender, and familial status are protected. Ads in

these categories using prohibited targeting criteria will not be allowed to run on JioSaavn's digital media property.

13. Advertisement Disclaimers. **(i)** Disclaimers in the advertisements need to be present for the sole purpose of clarifications and provide qualifications in order to expand upon the material of the advertisement but the disclaimer cannot be used to contradict the material claim of the advertisement or attempt to hide material information with respect to the advertisement that can be considered deceptive. **(ii)** the disclaimer so provided needs to be in **(i)** the same language as the advertisement **(ii)** have the same font as the advertisement **(iii)** be prominent and visible **(iv)** if the advertisement is a voice over, then so shall the disclaimer.

14. Data Usage. Ads may not collect information about racial or ethnic origin, political opinion, religious or philosophical beliefs, trade-union membership, health, or sex life without our prior permission. Anywhere an advertiser Anywhere advertiser collects data used with a JioSaavn ads service, it must disclose its data policies and have a legal basis for processing such data including, as applicable, obtaining consent from each individual for that data collection, sharing and use. Advertisers must adhere to JioSaavn's and its own privacy policies. If an advertiser provides mobile app activity, it must notify its website and app visitors that their information will be shared with third parties for online behavioural advertising, and that they can opt out of online behavioural advertising through their browser or device settings and the applicable App Choices app or Ad Choices website. Advertisers must not provide information in violation of any user preference or industry guidelines such as NAI Code of Conduct or that relates to sensitive categories— like medical conditions or ethnic origin—or that is collected from a child-directed site or app, or from a child.

15. Privacy. Advertiser cannot **(i)** use data it receives from a JioSaavn ads service for any purpose (including audience targeting or user profiling) other than to understand its JioSaavn campaigns, and only on an anonymous basis, **(ii)** share data from a JioSaavn ads service with a third party, including another advertising service, **(iii)** join data from a JioSaavn ads service with personally identifiable information or information that identifies a user, browser, or device. If advertiser receives any data from JioSaavn tied to a unique identifier (e.g., campaign reporting data linked to a mobile device ID), advertisers must not use it to market products or services, or for any purpose besides measuring JioSaavn campaigns, and it must delete it no later than 6 months after receiving it. Advertiser agrees to JioSaavn's Privacy Policy ("Privacy Policy").

16. Landing Pages. Our ultimate aim is to make the ad experience seamless for our users from start to finish. When our users click on an ad link, we want them to find exactly what they're looking for. Hence, we don't allow landing pages to: **(i)** require people to take an action (like signing up) before they can see certain content unless your ad makes it clear that this is required, **(ii)**

have pop-up ads or start automatic downloads on someone's device (iii) force people to visit another page, or (iv) contain primarily advertising content (made-for-ads sites).

17. Contests and Sweepstakes. If an advertiser promotes a contest or sweepstakes, it must encourage authentic behavior, keep JioSaavn's services spam-free and adhere with relevant laws and regulations in place.

18. Reserved Rights. We reserve the right to reject or remove any ad for any reason. This includes ads that negatively affect our relationship with our partners or that promote content that goes against our interests. We also reserve the right to request modifications to any ad, and to require factual substantiation for any claim.

Standards for Ads

RECORDING

- Recording should be as clean as possible with minimum background noise. Studio environment .
- Recording format should be at least 24 bit/44.1 kHz.
- All voices should sound clear and direct. No off-axis unless done so for a creative effect.
- Use high quality microphones, preamps, and digital converters.
- Signals should average around -18 to -12 dBFS without clipping.

MIX & DELIVERABLES

- Final deliverable should ideally be 256 kbps and shall not be less than 128kbps
- Loudness should not exceed -14 LUFS.
- Mix should translate well across all devices and speaker system